

Message Text

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ACTION EA-12

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FM AMEMBASSY MANILA

TO SECSTATE WASHDC 2473

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UNCLAS SECTION 1 OF 2 MANILA 3512

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TAGS: ASEAN, E, RP

SUBJECT: ASEAN TRADE FAIR

REF: MANILA DS-4 OF FEBRUARY 13, 197

FOLLOWING IS TEXT OF ARTICLE RELATING TO ASEAN TRADE FAIR
WHICH WILL APPEAR IN ISSUE NO. 8 OF TRADE US: BEGIN QUOTE:

THE ASEAN TRADE FAIR TO BE HELD MAY 7-21 IN MANILA,
PHILIPPINES, IS DESIGNED TO CALL THE WORLD'S ATTENTION TO
THE PRODUCTS AND POTENTIALS OF THE REGION AND TO PROMOTE
COOPERATIVE TRADE AMONG THE ORGANIZATION'S FIVE MEMBERS:
INDONESIA, MALAYSIA, SINGAPORE, THAILAND AND THE PHILIPPINES.

UNITED STATES ORGANIZATIONS WILL SUPPORT THE ASEAN
TRADE FAIR BY SENDING TRADE AND BUYERS MISSIONS AND HOLDING
SEMINARS. THE PACIFIC NORTHWEST REGIONAL COMMISSION WILL
HOLD A SEMINAR ON AGRICULTURE AND FORESTRY AND THE U.S. GOVERN-
MENT WILL SEND EXPERTS TO EXPLAIN HOW ASEAN BUSINESSMEN CAN
INCREASE THE AREA'S AND THEIR OWN EXPORT EARNINGS BY
TAKING ADVANTAGE OF THE U.S. GENERALIZED SYSTEM OF PREFERENCES
(GSP).

THE GSP SEMINAR WILL BE HELD AT THE FAIR, MAY 15 AND
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16. THE U.S. TEAM OF EXPERTS, WHICH WILL INCLUDE A SPECIALIST
IN TRADE POLICY AND A CUSTOMS OFFICIAL INVOLVED IN PRODUCT
CLASSIFICATION AND OTHER TECHNICAL MATTERS, WILL EXPLAIN
THE VARIOUS FEATURES OF THE U.S. SYTEM WHICH IS DESIGNED
TO SPUR THE DEVELOPMENT OF COUNTRIES ASPIRING TO
DIVERSITY AND EXPAND THEIR EXPORTS.

THE GSP PROVIDES DUTY-FREE ENTRY INTO THE UNITED STATES FOR NEARLY 2,800 DIFFERENT PRODUCTS THAT ARE EXPORTED BY DEVELOPING COUNTRIES. NEARLY ALL DEVELOPING COUNTRIES ARE ELIGIBLE FOR PREFERENCES, AND THESE APPLY TO MANUFACTURES, SEMI-MANUFACTURES, (EXCEPT FOR RELATIVELY FEW IMPORT-SENSITIVE ITEMS), AND SELECTED AGRICULTURAL AND PRIMARY INDUSTRIAL PRODUCTS. THE SEMINAR WILL HELP EXPLAIN RULES OF ORIGIN; PROCEDURES TO FOLLOW IN ORDER TO BENEFIT; THE COMPETITIVE NEED LIMITS, AND WHAT TO DO IN ORDER TO HAVE THE UNITED STATES CONSIDER THE ADDITION OF A PRODUCT NOT CURRENTLY ELIGIBLE. IN ADDITION, THE TEAM WILL BE PREPARED TO RESPOND TO QUESTIONS ON SPECIFIC PRODUCTS, SUCH AS WHETHER OR NOT THEY ARE ELIGIBLE, AND CUSTOMS CLASSIFICATION STANDARDS FOR VARIOUS PRODUCTS.

PAST SEMINARS HELD IN OTHER COUNTRIES AROUND THE WORLD, HAVE PROVED BENEFICIAL TO GOVERNMENT OFFICIALS RESPONSIBLE FOR EXPORT PROMOTION AND FOR ISSUING THE CERTIFICATE OF ORIGIN THAT MUST ACCOMPANY THE GSP SHIPMENT. THE SEMINAR HAVE ALSO BENEFITED MANUFACTURERS AND EXPORTERS EAGER TO INCREASE FOREIGN EXCHANGE EARNINGS.

THE FIVE COUNTRIES THAT MAKE UP THE ASEAN ASSOCIATION OFFER ONE OF THE WORLD'S RICHEST CONCENTRATION OF NATURAL RESOURCES. PALM OIL, COCONUT PRODUCTS AND RUBBER ARE PRODUCED IN THE AREA IN BIGGER QUANTITIES THAN ANYWHERE ELSE IN UNCLASSIFIED

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THE WORLD.

ASEAN IS THE WORLD'S LARGEST PRODUCER OF TIN. VAST QUANTITIES OF BAUXITE, MANGANESE, SILVER, COPPER, NICKEL, IRON ORE, AND GOLD ARE EXTRACTED FROM ITS MOUNTAINS.

OIL HAS BEEN FOUND IN ASEAN NATIONS. INDONESIA AND MALAYSIA ARE MAJOR OIL PRODUCERS. THE PHILIPPINES AND THAILAND HAVE RECENTLY ANNOUNCED OIL DISCOVERIES. IN 1975, ASEAN HELPED OFFSET WORLD-WIDE DEPENDENCE ON PETROLEUM FROM THE MIDDLE EAST BY PRODUCING 510 MILLION BARRELS OF CRUDE OIL.

ASEAN ALSO IS A MAJOR SOURCE OF AGRICULTURAL, FORESTRY AND MINERAL PRODUCTS IN TERMS OF RAW MATERIAL PRODUCTION.

THIS VAST ASEAN WEALTH MAKES THE GROUP OF COUNTRIES A PARADISE FOR THE BUSINESSMAN ON THE LOOKOUT FOR NEW INTERESTING AND PROFITABLE INVESTMENTS. HOW DOES HE GO ABOUT IT.

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THE ASEAN-CCI HANDBOOK ON THE 3RD CONFERENCE, 7TH
AND 8TH COUNCIL MEETINGS, OF THE ASEAN CHAMBERS OF COMMERCE
AND INDUSTRY, HELD IN MANILA, PHILIPPINES, NOVEMBER
2 TO 5, 1977, SPECIFIED THE ASEAN POLICY ON TRADE AND
INVESTMENTS.

ALL ASEAN MEMBER-COUNTRIES WELCOME FOREIGN INVESTMENTS
PARTICULARLY IN KEY AND PRIORITY INDUSTRIES WHICH
INVOLVE HIGH TECHNOLOGY AND WHICH ARE EXPORT-ORIENTED
AND CAPITAL-AND LABOR-INTENSIVE. IDEALLY FOREIGN BACKED
VENTURES SHOULD ALSO BE FOREIGN EXCHANGE EARNERS AND
USERS OF DOMESTIC RAW MATERIALS.

THEY ALSO ENCOURAGE THE DIVERSIFICATION OF INDUSTRIES
FOR A REDUCED DEPENDENCE IN A FEW AGRICULTURAL CROPS, THE
LOCATION OF INDUSTRIES IN NON-URBAN AREAS, THE PROMOTION
OF EXPORT MARKET OUTLETS, AND WHENEVER AVAILABLE, THE
PARTICIPATION OF LOCAL CAPITAL.

ASEAN MEMBER COUNTRIES HAVE IDENTIFIED THE PREFERRED
AREAS OF INDUSTRY IN WHICH INVESTORS CAN PARTICIPATE. THIS
IS DONE BY NATIONAL AGENCIES FORMED TO PROMOTE AND ASSIST
IN FOREIGN INDUSTRIAL INVESTMENTS. THEY ARE THE INVESTMENT
COORDINATING BOARD OF INDONESIA, THE FEDERAL INDUSTRIAL
DEVELOPMENT AUTHORITY FOR MALAYSIA, THE BOARD OF INVESTMENTS
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FOR THE PHILIPPINES, THE ECONOMIC DEVELOPMENT BOARD
FOR SINGAPORE, AND THE BOARD OF INVESTMENTS FOR THAILAND.

ASEAN WELCOMES THE FOREIGN INVESTOR WITH INCENTIVES SUCH AS GUARANTEES AGAINST EXPROPRIATION, FOREIGN EXCHANGE GUARANTEES AND TAX RELIEF. AT PRESENT, THE MAJOR SOURCES OF FOREIGN INVESTMENT ARE THE UNITED STATES, JAPAN, TAIWAN, THE UNITED KINGDOM, NETHERLANDS, AUSTRALIA AND WEST GERMANY, WITH THE UNITED STATES BY FAR THE LEADING INVESTOR.

THE JOINING ECONOMIES OF THE ASEAN COUNTRIES PRESENT NOT ONLY INVESTMENT OPPORTUNITIES BUT ALSO AN ATTRACTIVE MARKET FOR CAPITAL GOODS, SEMI-PROCESSED MATERIALS AND CERTAIN AGRICULTURAL PRODUCTS SUCH AS WHEAT, COTTON, HIDES, AND SOYA BEANS. U.S. EXPORTERS WILL FIND THE ASEAN APPETITE FOR IMPORTS INCREASING, BUT RESTRAINED OCCASIONALLY BY THE NEED FOR FINANCING.

U.S. UNDER SECRETARY OF STATE FOR ECONOMIC AFFAIRS RICHARD COOPER RECENTLY SAID THAT AMERICAN ECONOMIC RELATIONS WITH ASEAN COUNTRIES ARE ANCHORED IN A "RECOGNITION OF INTERDEPENDENCE". THE ASEAN TRADE FAIR AND CONCURRENT U.S. SEMINARS WILL DEMONSTRATE THE PRACTICAL APPLICATIONS AND THE PROFITS TO BE DERIVED FROM THAT INTERDEPENDENCE. END QUOTE.
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